



Wireless Phones in America: 130 Million Chances to Recycle

Americans consign over 251 million tons of waste to landfills every year. Even small changes in your lifestyle, however, can help you decrease *your* annual contribution.

"At Keep America Beautiful, we believe that each of us holds an obligation to preserve and protect our environment," says Matthew McKenna, president & CEO, Keep America Beautiful. "Through our everyday choices and actions, we collectively have a huge impact on our communities and our world. It's really a simple concept, but one with far-reaching effects."

The good news is recycling programs are working, with almost half of all paper products and aluminum cans reclaimed every year. Unfortunately, only a small fraction of technology products are reused. As an example, a meager two percent of the 130 million cell phones replaced every year are recycled.

Many of these phones are still functional, and could be reused by other mobile phone subscribers, diverting them from the landfill. Americans toss a staggering 65,000 tons of unused cell phones into landfills every year. Even phones that aren't functional contain valuable materials that can be reclaimed, reducing the need for new sources of gold, platinum, nickel and plastics.

To raise awareness for cell phone recycling, Keep America Beautiful (KAB) has joined with Sprint and ReCellular to conduct a nationwide recycling campaign to "Wipe Out Wireless Waste." The goal is to collect and recycle 100,000 pounds of wireless phones, batteries and accessories.

Please help support KAB's mission by donating your phones to Montgomery Clean City Commission. Download a prepaid mailing label at www.recellular.com/kab.

About half of the phones collected from this program will be refurbished and reused – the ultimate form of recycling. The remaining equipment will be dismantled and smelted down at a facility regulated by the Environmental Protection Agency to reclaim valuable materials, including precious metals from circuit boards, heavy metals from batteries, and plastic from cases and accessories.

Net proceeds from the collections will benefit MCCC's educational programs in our schools and community events.

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